

Figure 86. Extension of Israel Report, Table 16, for AdX and exchanges participating in open bidding on GAM, US (2022)

Exchange	Spending (\$ millions)	Impressions (billions)	Ratio of AdX spending to other exchange spending	Ratio of AdX impressions to other exchange spending
AdX (non-OB)	\$3,438.5	1,552.2	1.0	1.0
	\$76.3	34.6	45.1	44.8
	\$70.5	26.4	48.7	58.9
	\$65.0	31.0	52.9	50.0
	\$51.8	29.0	66.4	53.6
	\$45.3	23.9	76.0	64.9
	\$44.2	24.5	77.8	63.2
	\$28.2	12.7	122.0	122.3
	\$25.4	14.4	135.4	107.5
	\$17.2	10.4	200.2	149.5
	\$13.6	5.1	253.1	304.6
	\$12.8	6.8	269.1	229.1
	\$11.5	4.3	299.2	357.8
	\$7.4	3.1	467.6	501.2
	\$7.2	3.2	475.5	488.2
	\$5.2	2.7	663.2	582.5
All others	\$12.0	6.9	286.5	224.6
All non-Google	\$493.4	239.0	7.0	6.5

Source: Backup materials for Israel Report, Table 16 (Google AdX/Open Bidding data (DOJ RFP 7)).

Note: "AdX (non-OB)" in this figure consists of all the spending from non-Google authorized advertiser buying tools in Israel's data, as well as Google Ads and DV360.